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Title: Need to provide financial assistance for media campaign of promoting renewable source of energy by the Central Governments through the "Total Energy Security Mission" launched by Government of Kerala - laid.

SHRI K. FRANCIS GEORGE (IDUKKI): The Total Energy Security Mission (TESM) is a flagship project launched by the Government of Kerala during the 11th Five Year Plan. The Mission Programme is in line with the CMP of the UPA Government to achieve cent percent rural electrification in the country. The objective of the Mission is to achieve cent percent household electrification in the State with a minimum electrical energy availability of one unit per capita per day, providing at least the energy equivalent of eight cylinders of liquid petroleum gas to every household annually for cooking and initiating demand side management, energy conservation and promote use of non-conventional energy to achieve the above on a sustainable basis.

The Mission is managed by the Agency for Non-conventional Energy and Rural Technology (ANERT) and the Energy Management Centre (EMC), two leading agencies in the energy sector along with the Kerala State Electricity Board. "An Energy Environment Corp" comprising of local activists, teachers, environmental activists, social workers, science workers and workers in the electricity sector are being formed.

A total media campaign of the Mission is being launched for which Ministry of New and Renewable Energy, Government of India should render necessary financial help.